

VIDEO LIKES TO VIEWS RATIO

SOURCE: INSTAGRAM



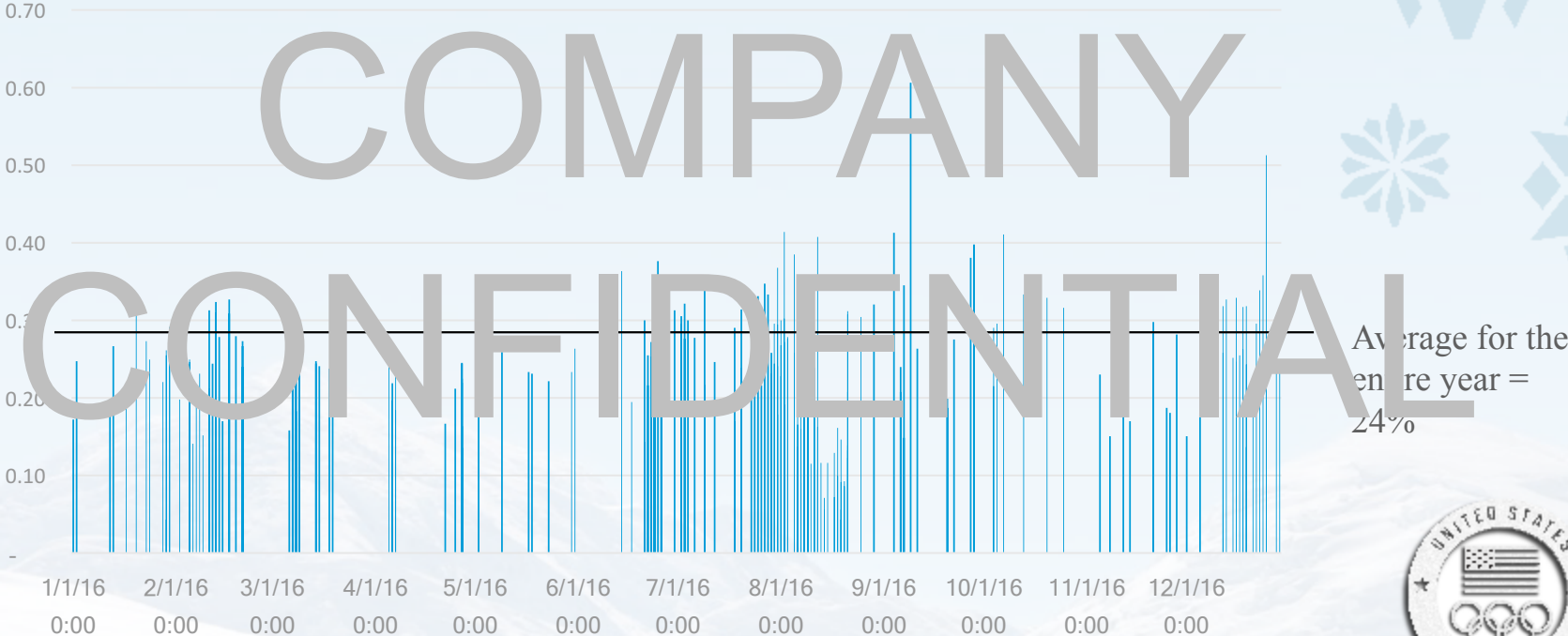
BACKGROUND INFORMATION

- Instagram view = At least 3 seconds watched
- Loops do not count as additional views
- Separate views from the same account will count views
- Like:View Ratio = For every 100 views, how many likes did a video receive
- Why? It shows how well a post is received
- Population = 20% of the accounts 2016 Instagram videos



TEAM USA INSTAGRAM

2016 Team USA like:view Ratio



Source: Instagram



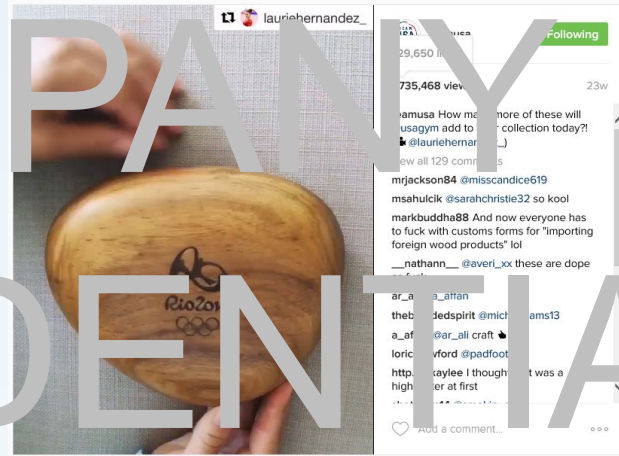
TEAM USA INSTAGRAM

Top Video: 61% of views
received likes



15,598 views. 25,999 likes.

29,650 views. 1,735,468 likes.



Bottom Video: 2% of views
received likes

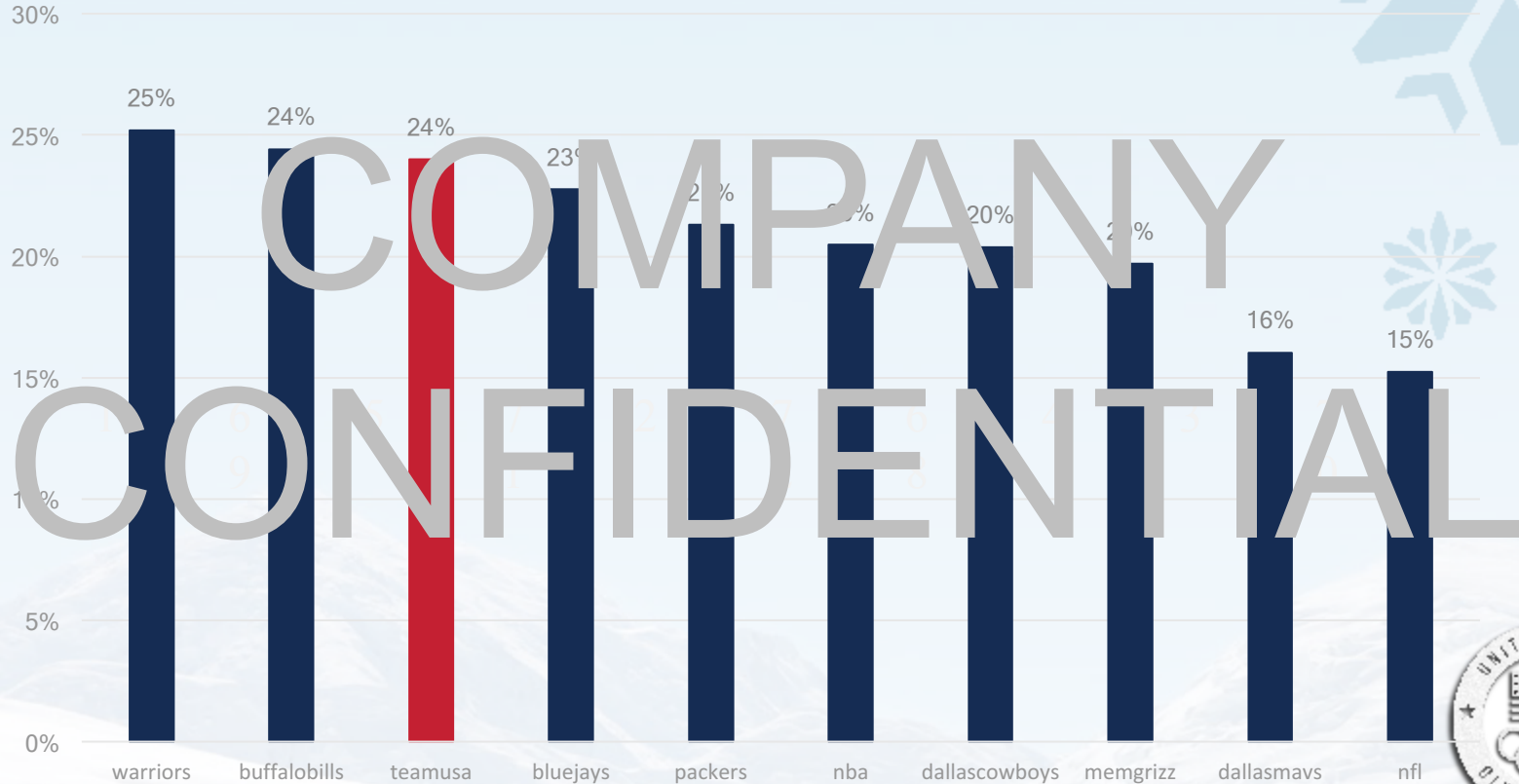


Ratio of Instagram likes:views Among Consumer Brands



Source: Instagram. Random Sample of 20% of Population.

Ratio of Instagram likes:views Among Sports Franchises



Source: Instagram. Random Sample of 20% of Population.

WHAT COULD PLAY A ROLE?

- Duration?
- Sound?
- Day of week?
- Time of day?
- Relevance to public happenings?
- Type of video? (repost, Boomerang, produced, etc.)
- Followers?

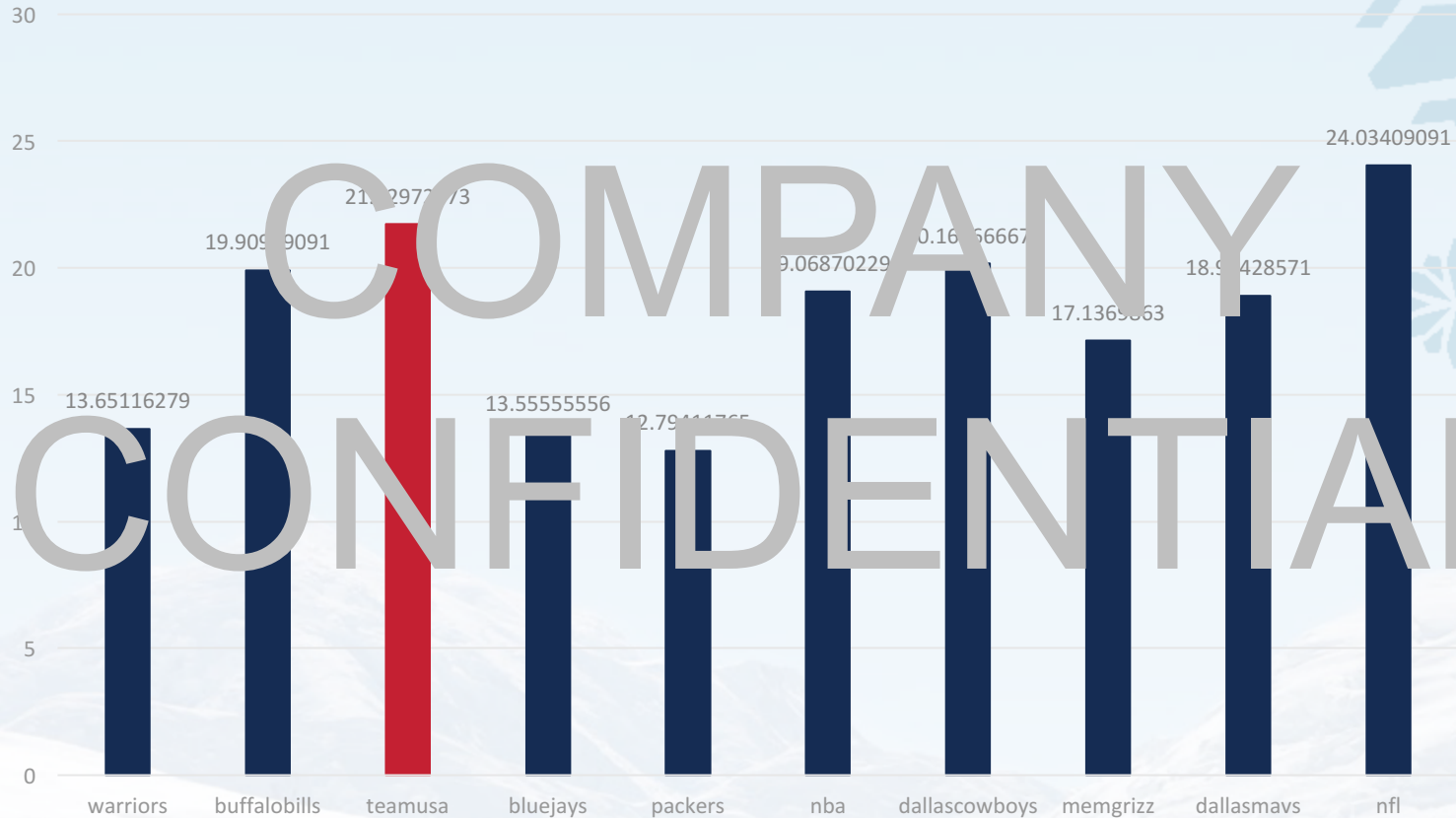


Consumer Brands: Average Duration of the Video in Seconds



Source: Instagram. Random Sample of 20% of Population.

Sports Franchises: Average Duration of the Video in Seconds



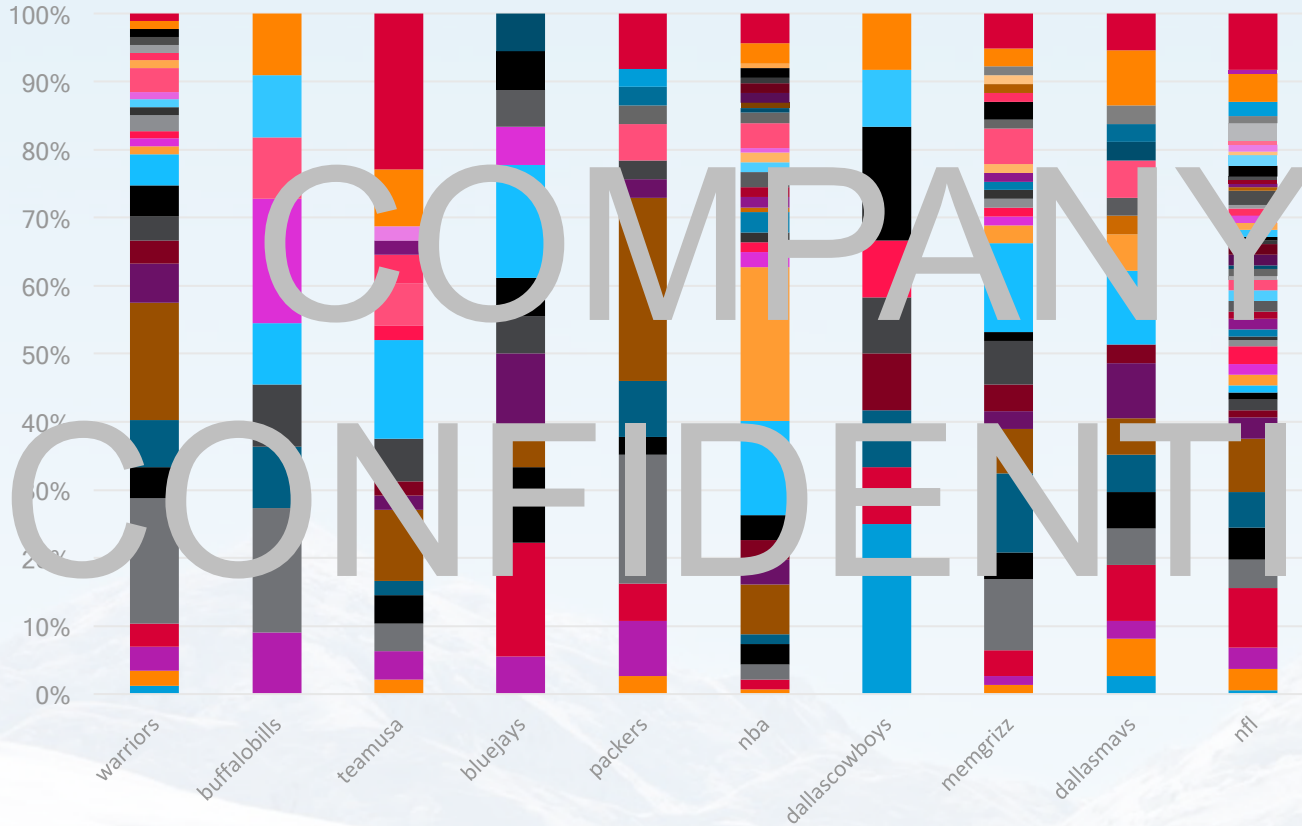
Source: Instagram. Random Sample of 20% of Population.

Team USA: Average Ratio based on Duration in Seconds

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Sports Franchises: Count of Duration

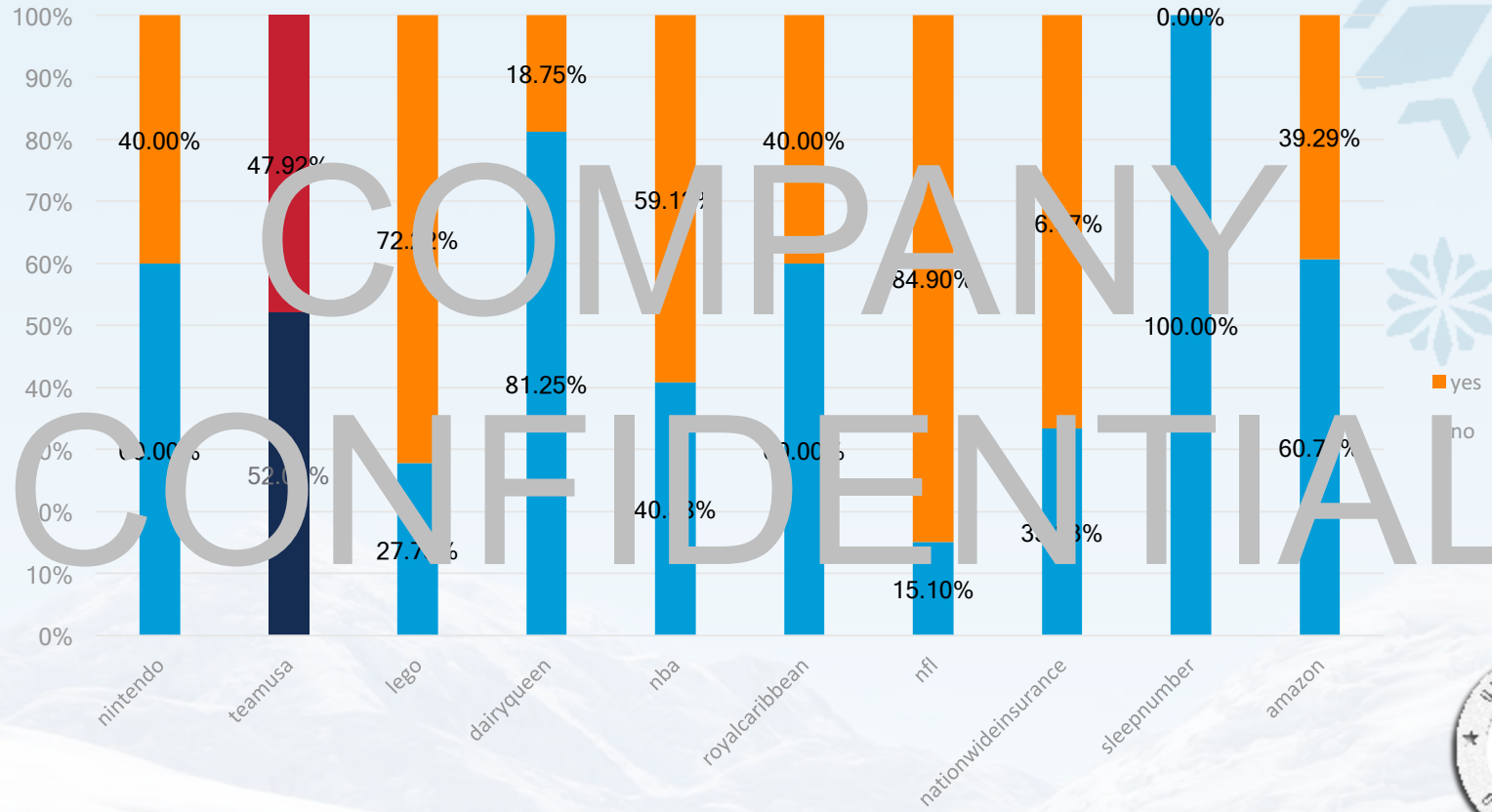


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Source: Instagram. Random Sample of 20% of Population.

Consumer Brands: Do the videos have sound?

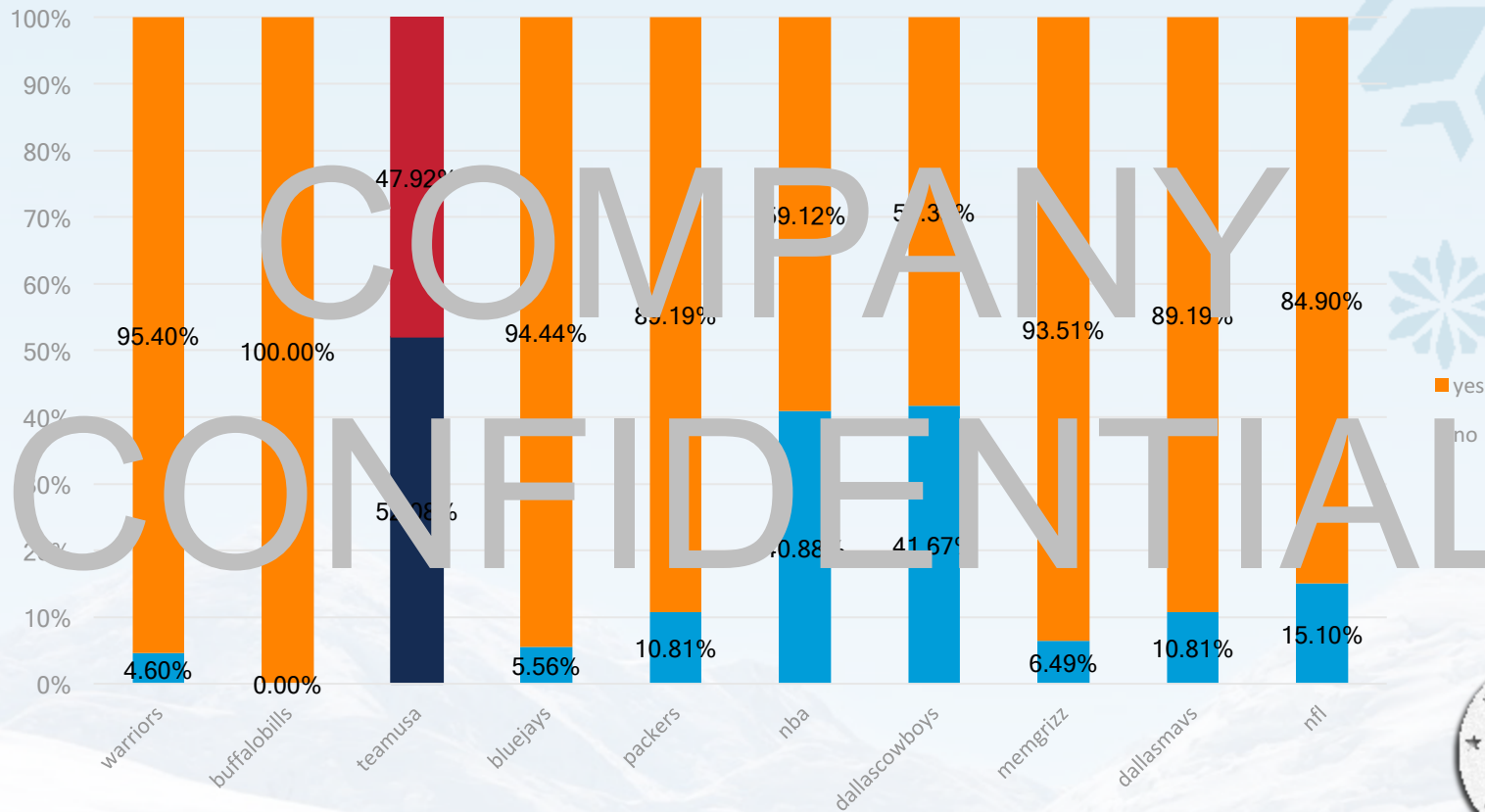


Source: Instagram. Random Sample of 20% of Population.



Sports Franchises: Do the Videos have Sound?

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Source: Instagram. Random Sample of 20% of Population.

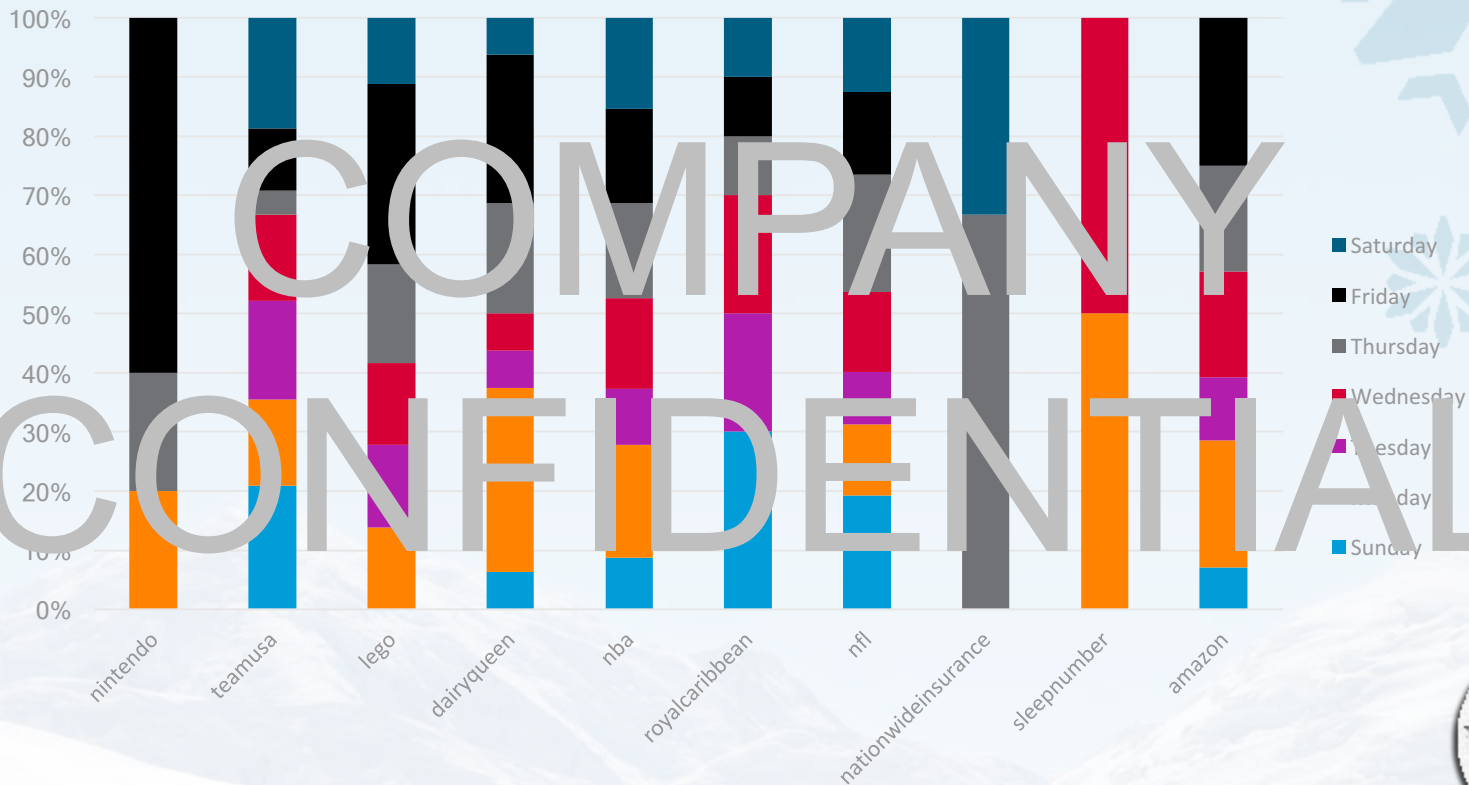


Team USA: Average Ratio based on use of Sound

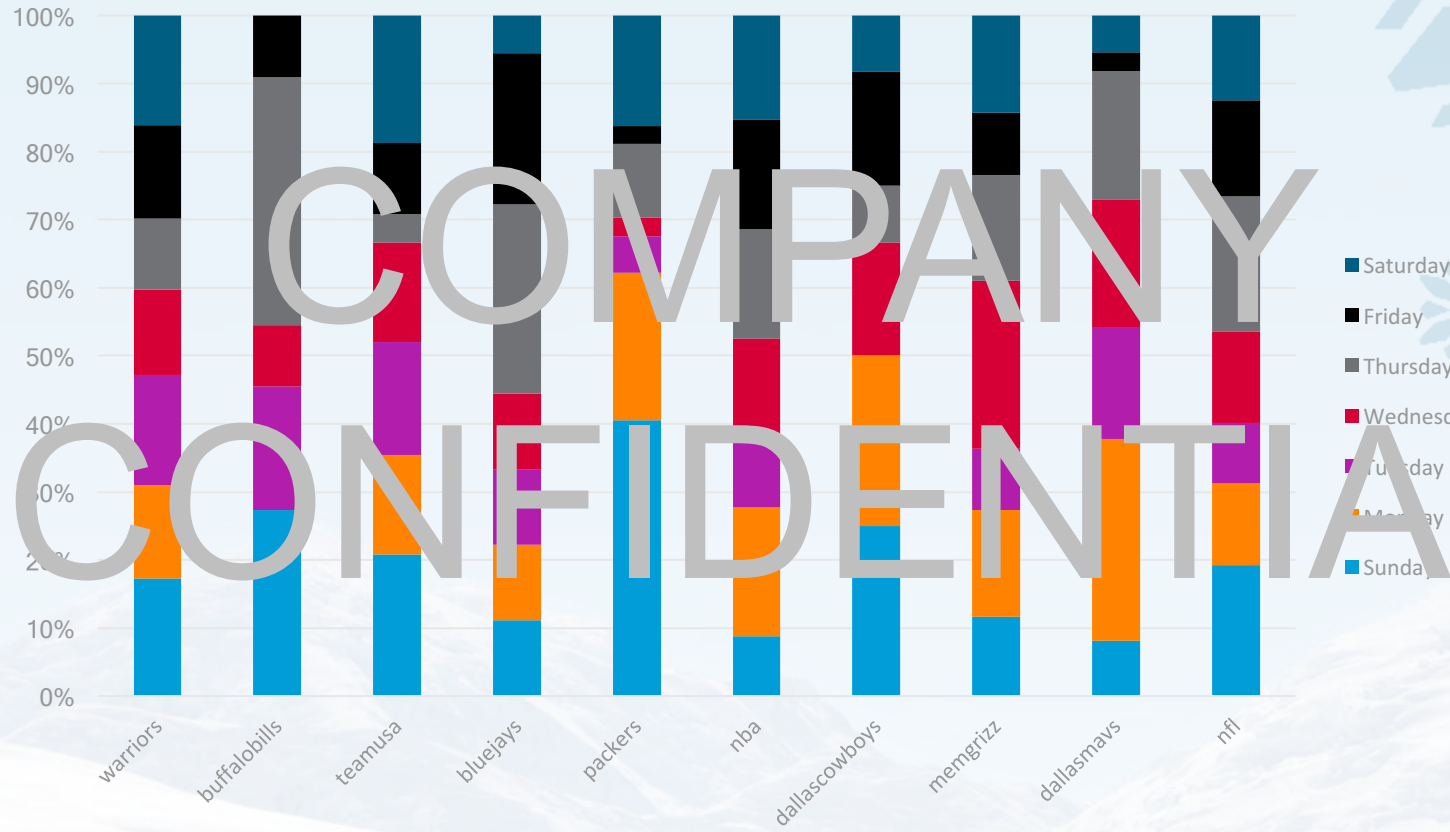
15



Consumer Brands: What day did the account post a video?



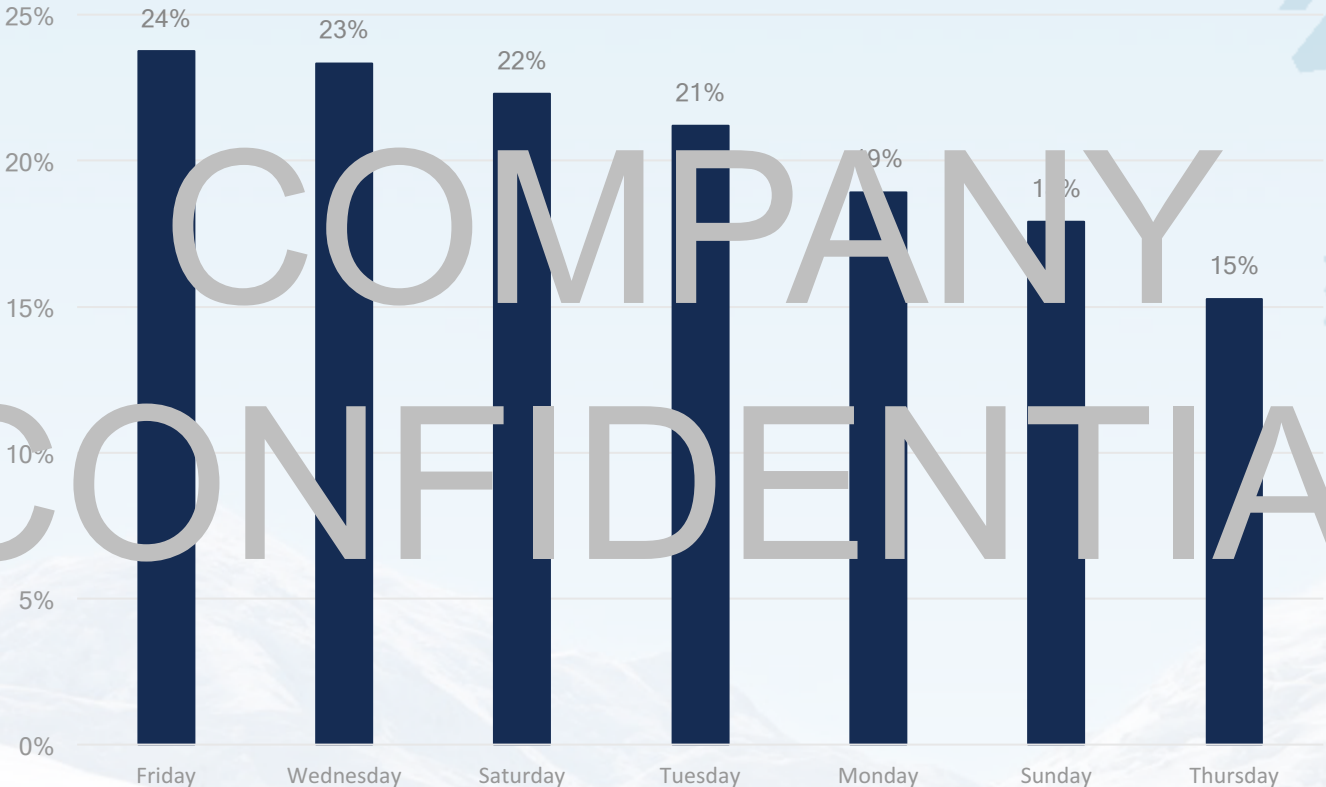
Sports Franchises: What day did the account post a video?



Source: Instagram. Random Sample of 20% of Population.



Team USA:
Average Ratio based on Day

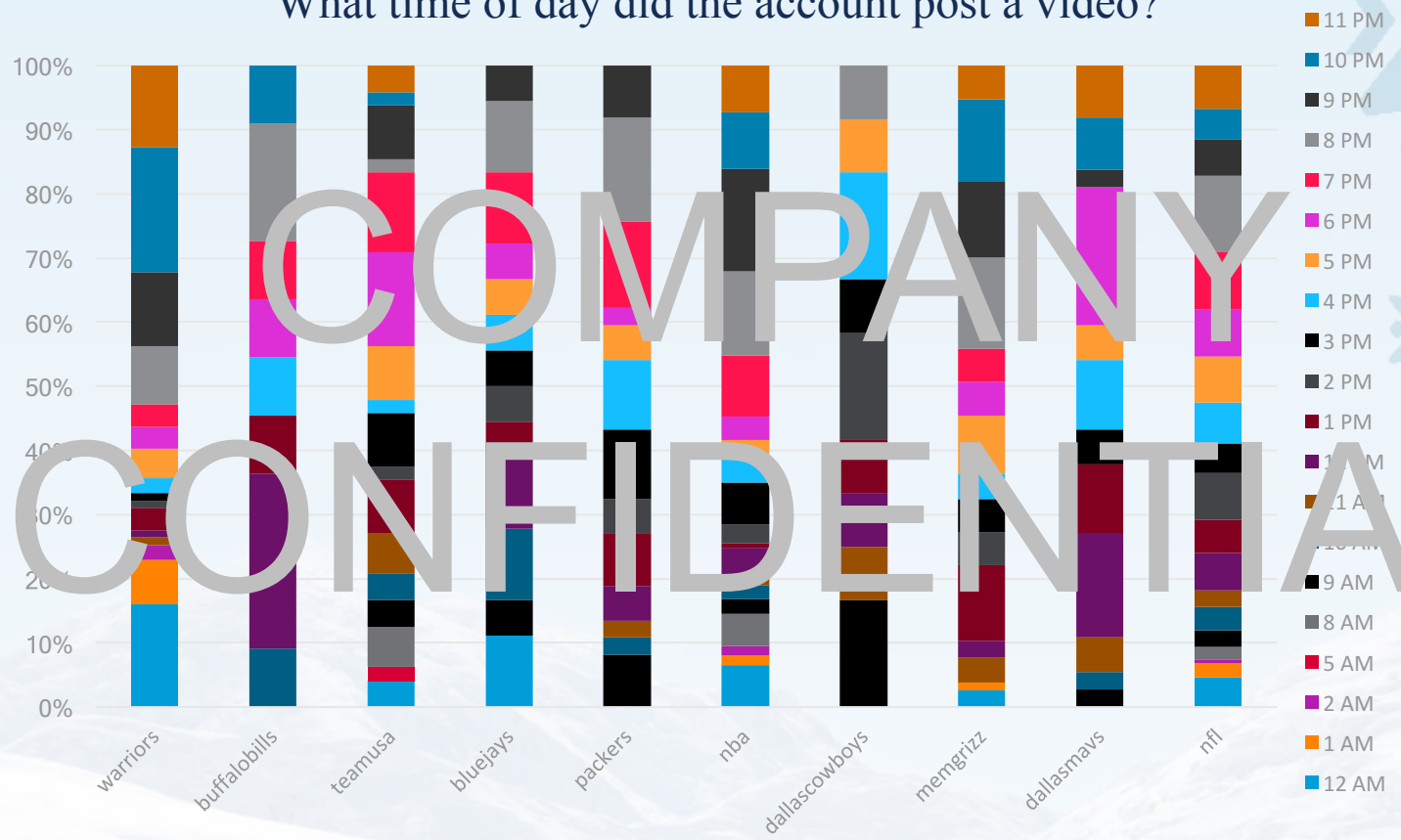


Source: Instagram. Random Sample of 20% of Population.

Consumer Brands: What time of day did the account post a video?



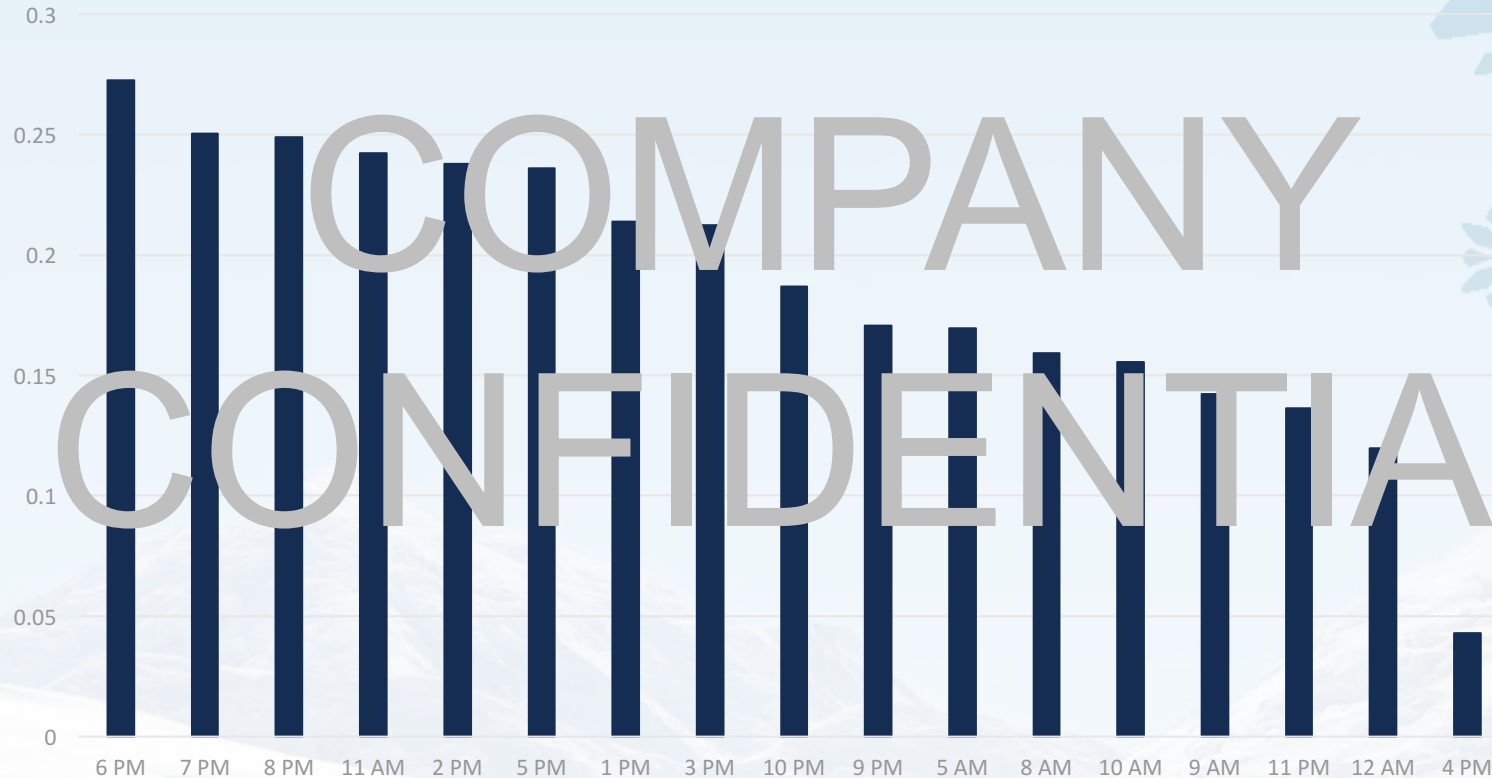
Sports Franchises: What time of day did the account post a video?



Source: Instagram. Random Sample of 20% of Population.

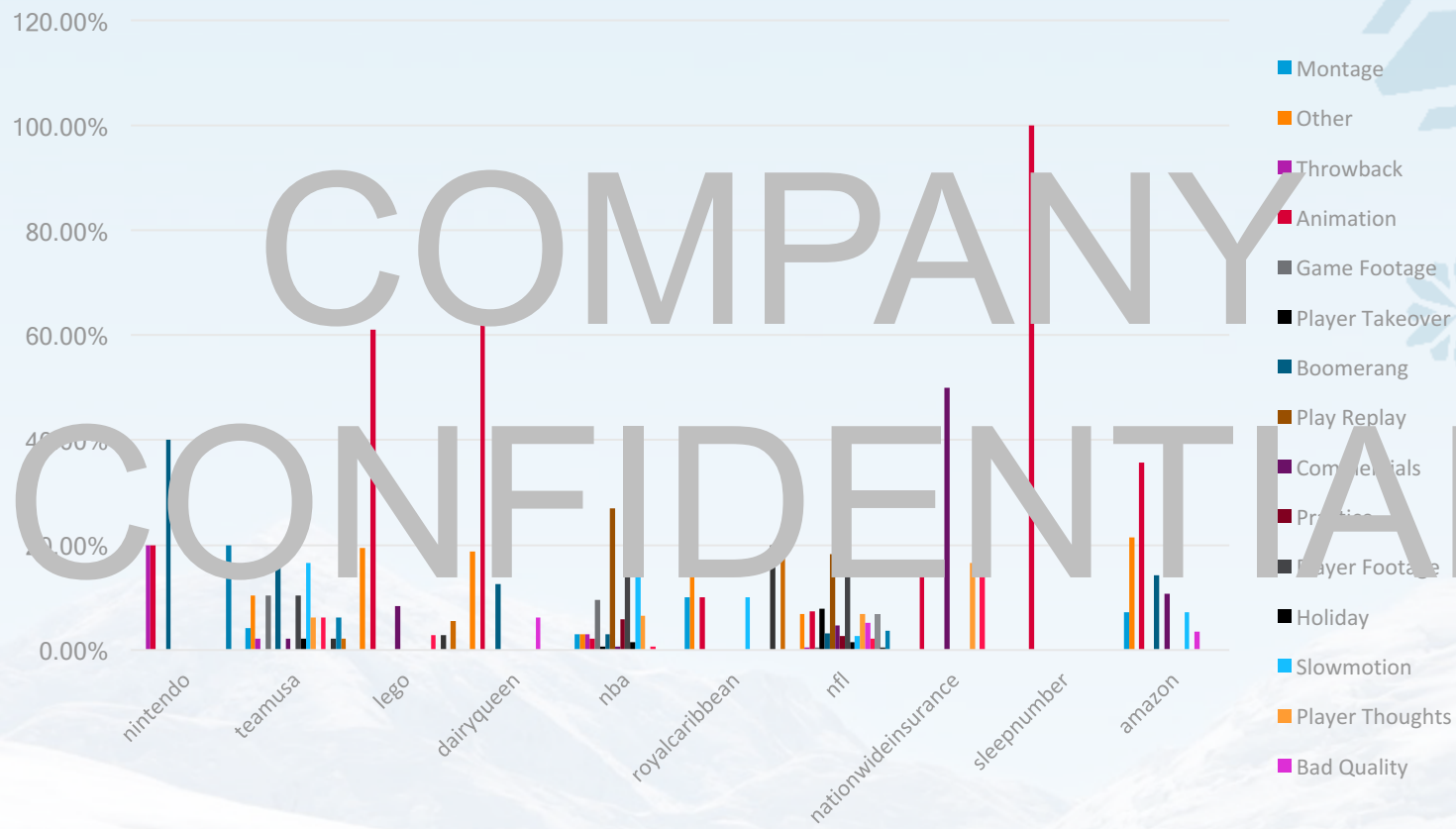


Team USA: Average Ratio based on Time



Source: Instagram. Random Sample of 20% of Population.

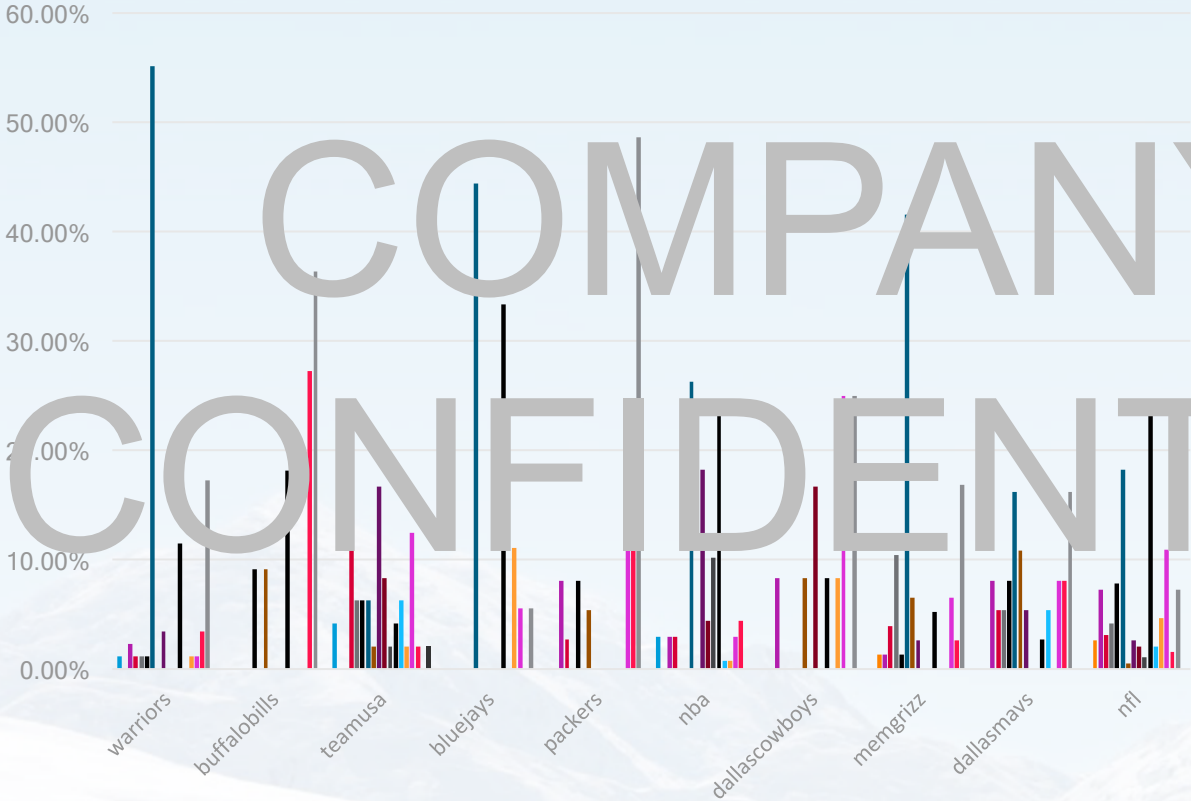
Consumer Brands: What types of videos were posted?



Source: Instagram. Random Sample of 20% of Population.



Sports Franchises: What types of videos were posted?

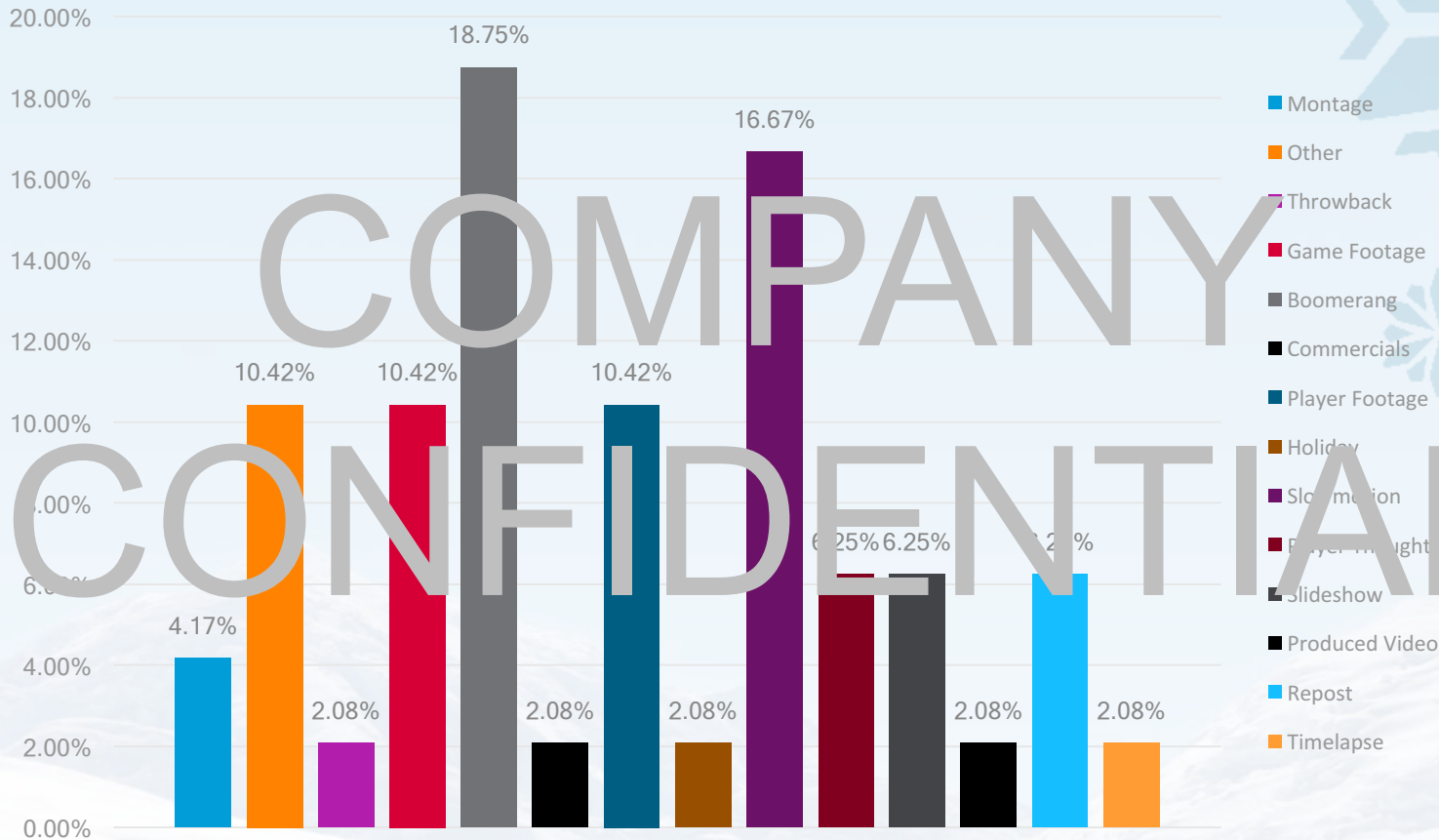


Source: Instagram. Random Sample of 20% of Population.



What types of videos did Team USA post?

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Source: Instagram. Random Sample of 20% of Population.



Team USA: Average Ratio based on Type of Post



Source: Instagram. Random Sample of 20% of Population.



Consumer Brands: Were the videos posted on Holidays?

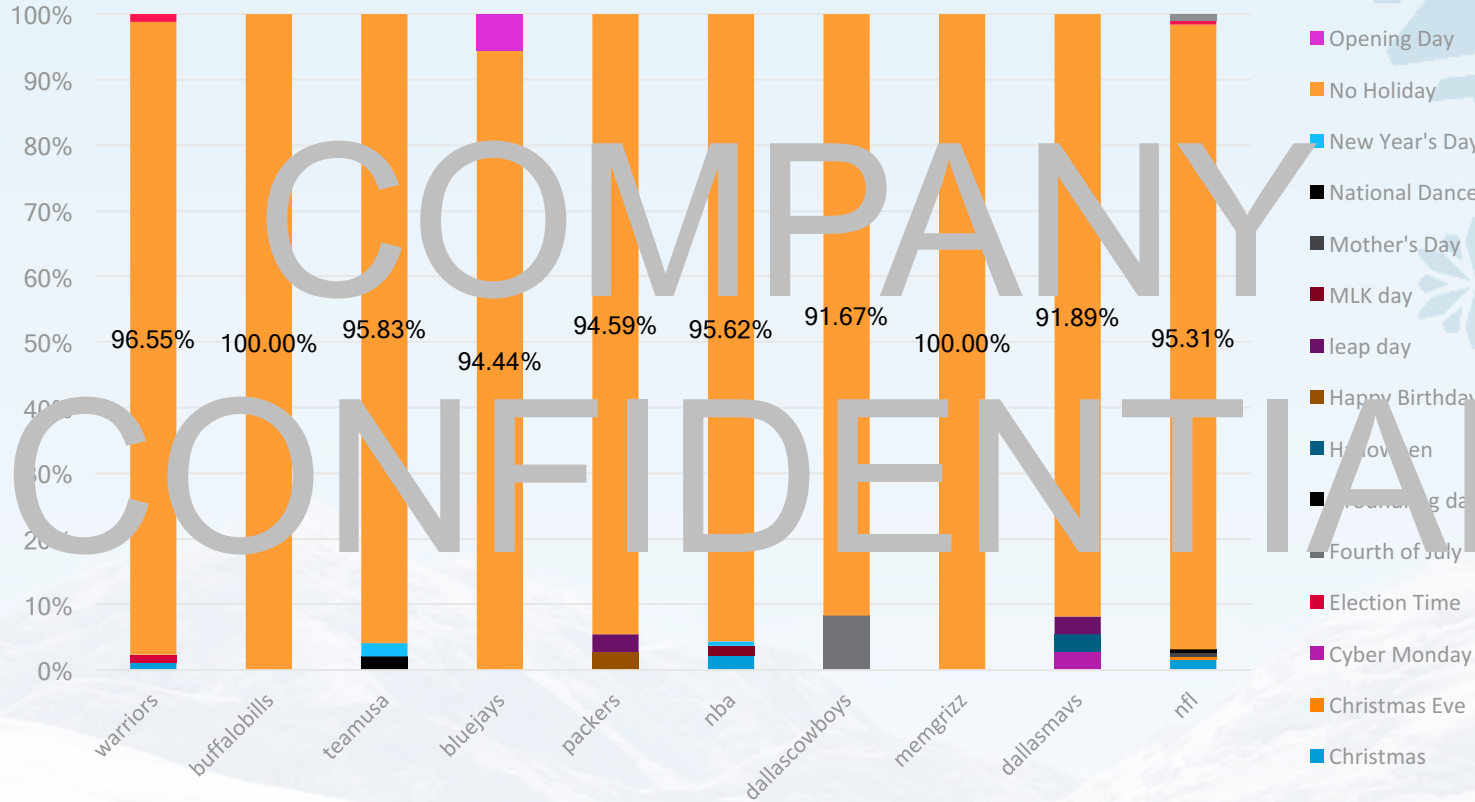
26



Source: Instagram. Random Sample of 20% of Population.



Sports Franchises: Were the videos posted on Holidays?



Source: Instagram. Random Sample of 20% of Population.

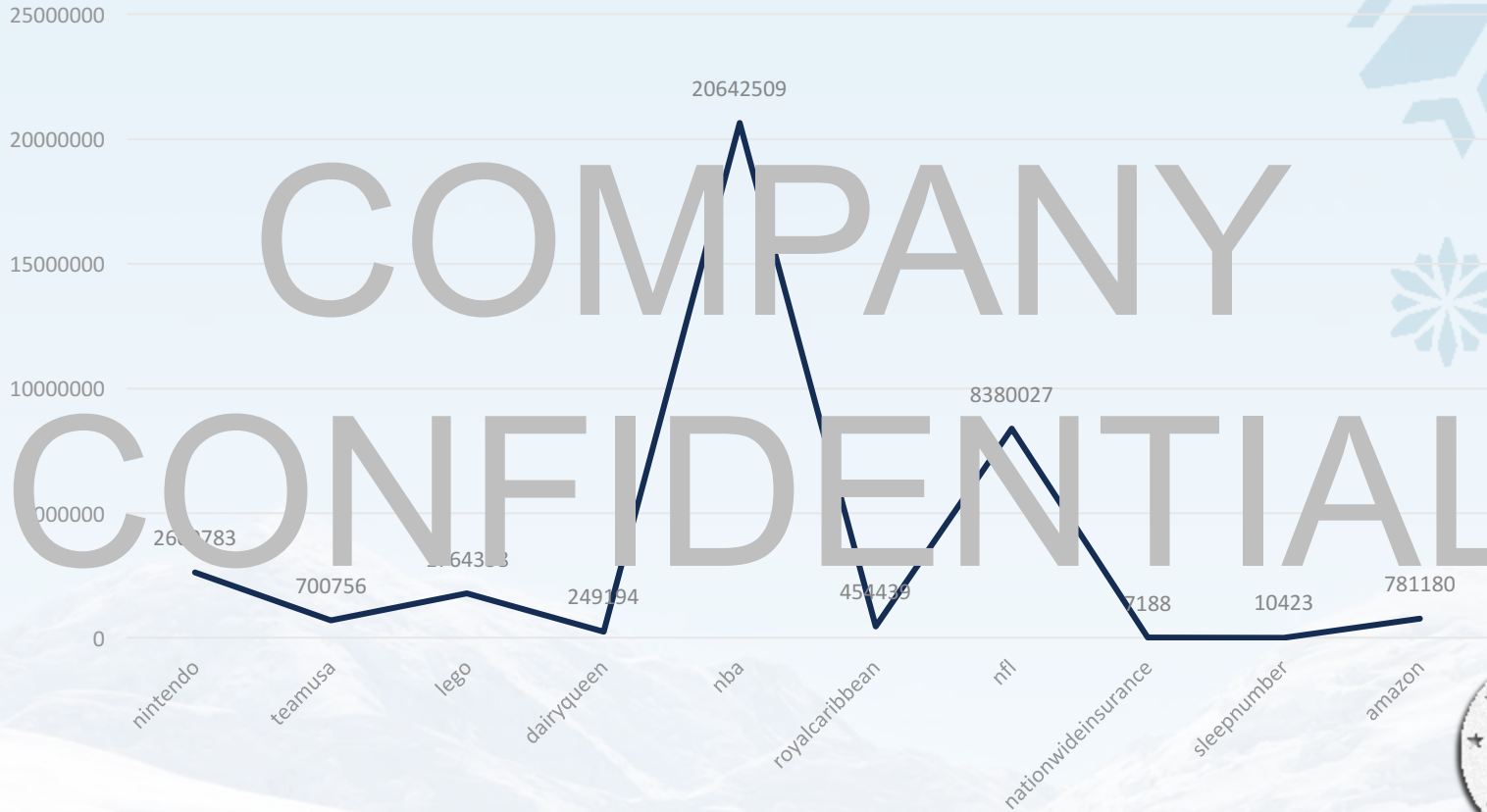


Team USA:
Average Ratio based on Relevance

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Consumer Brands: How many followers do the accounts have?



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Sports Franchises: How many followers do the accounts have?



Source: Instagram. Random Sample of 20% of Population.

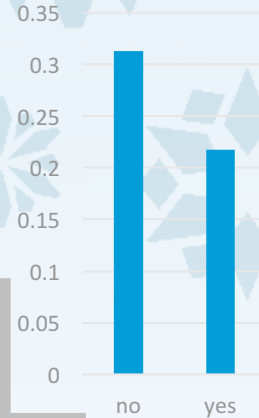


WHY IS NINTENDO DOING SO WELL?

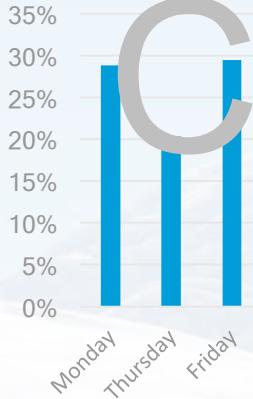
- Loyal nerd followers?
- Know to post when a big release is coming up

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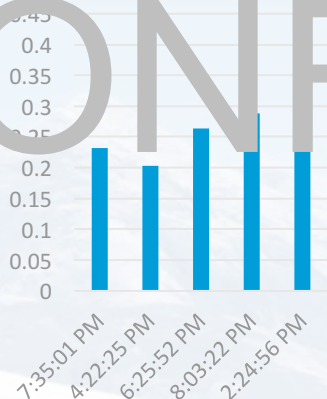
Nintendo:
Average Ratio
based on
Sound



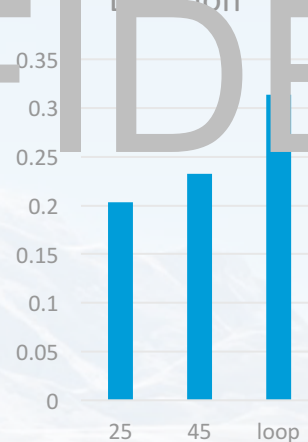
Nintendo:
Average Ratio
based on Day



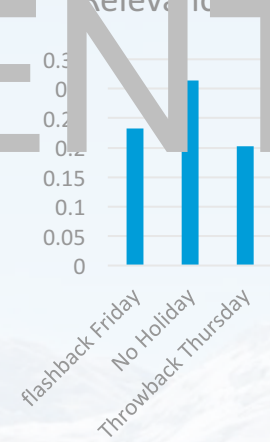
Nintendo:
Average Ratio
based on Time



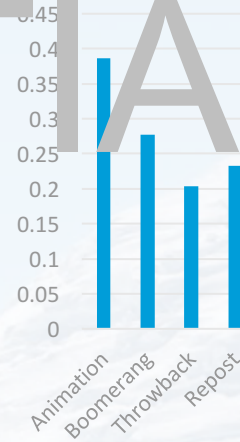
Nintendo:
Average Ratio
based on
Duration



Nintendo:
Average Ratio
based on
Relevance



Nintendo:
Average Ratio
based on Type



Source: Instagram. Random Sample of 20% of Population.

IMPROVEMENTS AND TAKEAWAYS

- Stop posting videos that...
- Post more videos that...

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